

Message Text

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PAGE 01 STATE 184573

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ORIGIN EB-07

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INR-07 NSAE-00 /028 R

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TO AMEMBASSY PARIS
INFO USMISSION OECD PARIS

UNCLAS STATE 184573

E.O. 11652: N/A

TAGS: ETRD, FR

SUBJECT: FTC INVESTIGATION OF DIOR-CHANEL JOINT VENTURE TO
MARKET PERFUMES IN U.S.

REFERENCE: PARIS 18441

1. AS INDICATED REFTEL, FEDERAL TRADE COMMISSION (FTC)
INFORMS THAT IT IS CONDUCTING A PRELIMINARY INVESTIGATION
INTO THE MARKETING ACTIVITIES BY THE U.S. SUBSIDIARY
CHRISTIAN DIOR PERFUMES CORP. OF THE FRENCH FIRM MOET-
HENNESSY. FTC IS LOOKING INTO A REPORTED AGREEMENT BETWEEN
CHRISTIAN DIOR AND CHANEL, INC., WHEREBY CHANEL IS TO BE THE
EXCLUSIVE DISTRIBUTOR OF DIOR PRODUCTS IN THE U.S. THE
INVESTIGATION IS TO DETERMINE WHETHER THESE ACTIVITIES VIO-
LATE SECTION 5 OF THE FTC ACT. SINCE THE MATTER IS IN
INVESTIGATORY STAGE ONLY, FTC CANNOT PROVIDE FURTHER
DETAILS AT THIS TIME, NOR IS IT POSSIBLE TO TELL WHETHER OR
NOT ANY ACTION WILL RESULT. ALTHOUGH PARTIES ARE ALREADY
AWARE OF INVESTIGATION, REQUEST THAT EMBASSY INFORM
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PAGE 02 STATE 184573

MINISTRY OF FOREIGN AFFAIRS OF THE MATTER PURSUANT TO 1967

OECD AGREEMENT ON NOTIFICATION AND COOPERATION.

2. REFTEL TRANSMITTED QUESTIONS WHICH ALAIN CHEVALIER,
EXECUTIVE VP OF MOET-HENNESSY HAS CONCERNING INVESTIGATION.

HIS COMMENTS AND QUESTIONS HAVE BEEN REFERRED TO THE FTC
BUREAU OF COMPETITION FOR CONSIDERATION. PLEASE INFORM
CHEVALIER THAT HIS VIEWS WILL BE TAKEN FULLY INTO ACCOUNT
BY FTC AND A REPLY ON HIS SPECIFIC QUESTIONS WILL BE SENT
TO HIM DIRECTLY FROM THE BUREAU OF COMPETITION. KISSINGER

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